



# Liquor Chronicles

Department of Revenue

Liquor Distribution Team

November 2002

## Meet the Agents

**Mickey Carlson**  
Customer Service

### Store # 21 Glendive

Sandi Guelff went to work for her sister, Kathy Drake in 1995 when the store was privatized. In March 1999, Sandi and Kathy formed a partnership and in November 2000 Sandi purchased the store from her sister. In June 2001, Sandi added her husband, Mike, as her partner in the business. Because Mike is busy with farming and ranching, she can't get him to work in the store.

The Guelffs have been working on updating the building that houses the liquor store. It was built in 1900 and is one of the original buildings in Glendive. For many years it was a movie theater and has a false floor in the back room because of a ramp for the movie theater. The Guelffs rent the building so updating the building means staying on the good side of the landlord. The building has been in the landlord's family for almost 50 years after the movie theater went out of business.

Sandi and Mike have one part time employee, Melody Schreiber, who is always willing to help out. To compliment liquor sales, the store offers flasks, pop, drink recipe books, and glassware.

Sandi had owned and operated another retail business and bartended for 15 years prior to becoming involved with the operation of the liquor store. She says, "I am learning new things daily."

Stop in and say "hello" to Sandi and Mike (if he's not farming and ranching).

## November Holidays

There are three holidays observed in November. All agency liquor stores must be closed on these holidays. Please plan ahead and mark your calendars for placing your orders timely during the busy holiday season.

General Election Day Tuesday, November 5, 2002. Stores with a Tuesday pick date must have their orders submitted to the Helena office by 4:00 a.m. on Thursday, October 31, 2002 for processing.

Veteran's Day Monday, November 11, 2002. Stores with a Monday pick date must have their orders submitted to the Helena office by 4:00 a.m. on Wednesday, November 6, 2002 for processing.

Thanksgiving Day Thursday, November 28, 2002. Stores with a Thursday pick date must have their orders submitted to the Helena office by 4:00 a.m. on Monday, November 25, 2002 for processing.

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## Agency Change

The Lima #82 agency liquor store has made an operating change. Effective October 18, 2002, an assignment of the agency franchise agreement was made from T&R Enterprises, Inc., Kevin Stosich, president, to Kevin and Kathy Stosich, individuals. The location remains the same.

## Agent Receives Award

Esther Scott, agent of the Bozeman #9 agency liquor store, was honored at a luncheon ceremony in Bozeman on September 13, 2002 and received Montana State University's College of Business "New Business Category" award for 2002. The award was one of seven categories presented this year to family businesses nominated throughout the state.

### Fiscal Year 2002

#### Case Sales

Brandy	21,738
Gin	24,383
Rum	51,019
Tequila	16,905
Vodka	95,257
Whiskey	162,487
Wine	11,063
Others	78,825
<b>Total of all cases</b>	<b>461,677</b>



Esther's award was based on the fact that this was her "first-ever" business. This is the first time this award was given to a state associated liquor store over the award's nine-year history. Fifty businesses were nominated for all categories.

Impressed by the collection of port wines for sale in Esther's *East Main Liquor Store*, the dean of the MSU business school nominated her. Esther's large variety of inventory, many satisfied customers along with her own dedication and hard work make her very deserving of this top honor.

Congratulations, Esther!

## Agent Featured

Pat Haley, agent of the Victor #172 agency liquor store, was featured in the September/October issue of the Beverage Retailer publication for her creative marketing and packaging techniques. Pat creates seasonal gift baskets and various other theme baskets filled with liquor and gift items associated with the season or theme. Her creativity adds only a few dollars to the total cost of the items and packaging. Pat will customize a gift basket for a specific order, and always has a few on display



# Product Updates

## New Products

- Absolut Tri-Pack  
(Citron, Mandrin, Blue 80pf)  
010-1804-37  
18 pack case @ \$8.85/bottle
- Arrow Amaretto  
420-71917-10  
12 pack @ \$5.95/bottle
- Arrow Blackberry Brandy  
390-54647-10  
12 pack @ \$7.15/bottle
- Arrow Peach Schnapps  
485-82127-10  
12 pack @ \$6.45/bottle
- Arrow Triple Sec  
455-85897-10  
12 pack @ \$4.95/bottle
- Club Long Island Iced Tea  
398-58363-20  
24 pack @ \$2.10/bottle
- Club Margarita  
398-58483-20  
24 pack @ \$2.10/bottle
- Club Pina Colada  
398-58526-75  
12 pack @ \$7.45/bottle
- Crawford's Scotch  
102-7206-75  
12 pack @ \$11.30/bottle
- DK Winter Sampler Tri-Pack  
(Hot Damn, Buttershots, Peppermint)  
030-2580-37  
24 pack case (8 tri-packs) @  
\$4.90/bottle

## New Products

- Evan Williams Black Label  
151-17957-10  
12 pack @ \$12.90/bottle
- Goldschlager w/ Two Shot Glasses  
015-3104-75  
6 pack @ \$20.30/bottle
- Luksusowa Citrus Vodka  
265-34611-75  
3 pack @ \$14.95/bottle
- Luksusowa Wildberry Vodka  
265-34615-75  
3 pack @ \$14.95/bottle
- McAdams Premium Canadian  
111-13758-17  
6 pack @ \$16.95/bottle
- McAdams Premium Canadian  
111-13757-10  
12 pack @ \$8.40/bottle
- McCormick Vanilla Vodka  
290-41556-10  
12 pack @ \$8.05/bottle
- Redrum Voodoo Spiced Rum  
320-45660-75  
12 pack @ \$14.95/bottle
- Smirnoff Green Apple Twist  
290-41719-75  
12 pack @ \$11.25/bottle
- VanWinkle Reserve 13yr  
181-27106-75  
12 pack @ \$26.00/bottle

# Product Updates

## Number & Price Changes

- 1800 Anejo  
499-89230-75  
6 pack @ **\$37.60/bottle**
- Arrow Rootbeer Schnapps  
490-82167-10  
12 pack @ **\$6.45/bottle**
- Bombay Sapphire Gin 94pf  
200-28235-37  
12 pack @ **\$10.90/bottle**
- Can Combo Pike Cr-Lot 40-G & W  
010-1419-75  
6 pack @ **\$26.95/bottle**
- Don Julio Anejo  
**499-89172-05**  
**60 bottles/case @ \$3.00/bottle**  
repackable in quantities of 12
- Gooderham & Worts Canadian  
110-10886-75  
6 pack @ **\$26.95/bottle**
- Lewis & Clark Vodka  
280-36793-20  
**48 bottles/case @ \$2.00/bottle**
- Lot No 40 Canadian Whiskey  
110-11016-75  
6 pack @ **\$26.95/bottle**
- Maraska Kruskovac Pear  
465-65789-75  
6 pack @ **\$15.30/bottle**
- Meyer's Original Dark Rum  
305-42164-37  
24 pack @ **\$7.95/bottle**
- Springbank 10yr  
100-6113-75  
6 pack @ **\$52.95/bottle**

## Discontinued Products

- Bombay Sapphire Gin  
200-28234-37
- DK Summer 3-pk Sampler  
030-2577-37
- Don Julio Anejo  
499-89171-05
- JD CC Ruby Squeeze  
398-61578-20
- JD CC Ruby Squeeze  
398-61579-17

## Trivia

The Pilgrims landed at what is now Plymouth, Massachusetts, rather than continue sailing because they were running out of supplies, especially alcohol beverage.

In the 1600's thermometers were filled with brandy instead of mercury.

# Happy Thanksgiving

